

QUARTERLY REPORT FIRST QUARTER – 2010

JANUARY 1, 2010 through MARCH 31, 2010

VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:

Growth:

In Las Vegas **traffic** and **road work** continue to be an issue for locals. **Improvements** to existing roads seems to be slow due to the economy. Another concern is **building & construction**. Although growth has slowed due to the economy a large number of people continue to migrate to Las Vegas. **Utility issues** will also continue to be a concern. From growing power bills to conserving water, locals want to know how to maximize their dollars. Living in the desert will always have locals concerned about their water. Water conservation and living a more "green" life are very important.

Education:

The quality of **education (k – 16)** has become more of a concern in Clark County, with emphasis on improving the current system in economically trying times. Class size is a concern for K-12 due to the lack of adequate **staffing** of teachers. Because of the struggling economy, the **budget** is of major concern. With recent cuts, where will education funding come from?

Crime:

Crime remains one of the top concerns among Southern Nevada residents. The allure of the 24 hour city, and transient nature of the city contribute to an increase in **alcohol** and **DUI-related** accidents as well as illegal **drug** use. The sheriff of the Metro Police Department says that **gangs** are still a problem here, and one of his biggest concerns as head of the department. Police are also seeing an increase in **sex crimes** specifically among young adults, and tragically, children. **Graffiti** continues to be an issue - not only in the city limits but in neighborhoods as well.

Lifestyles:

Our city has several lifestyles that contribute to different issues, good and bad. **Health and Medical issues** are a topic of discussion, especially with the downturn in the economy. **Gambling and Casinos** are also consistently in the spotlight. There are many **family issues** that are of concern as well. Is there enough emphasis on family in Las Vegas?

Economy: **Gas prices** are rising again. Las Vegas residents are once again paying more to fill up their tanks. **Unemployment** has risen to some of the highest levels Clark County has ever seen. The **foreclosure** rate has continued to skyrocket as well - Clark County is the highest in the nation for foreclosures. **Tourism**, however, remains our city's biggest money maker, but, this too has taken a hit due to the economy.

Politics: President Obama is dealing with a very shaky and unstable economy, as well as the **issue** of **health care reform** – two issues at the forefront in the political world. He would like to have some sort of health care reform in place by the end of this year. We are also now in a new **political year**, and because of the state of our nation, and the new “tea-party” movement, it will prove to be spirited on all sides

Children/School:

Class size continues to be a major concern for the children of Clark County, especially now with so many **budget** cuts. Crime in school becomes more difficult to manage and **curriculum** receives less attention.

Children/Safety:

As **gangs** are become bolder in their activities, it is becoming more difficult for children to avoid the **alcohol, drugs** and **weapons** that are affiliated with them. The peer pressure to join is often too much to avoid. Despite campaigns against tobacco use, **smoking** continues to be prevalent among teens. As for teens and younger children the **stranger danger** warnings continue as more random abductions and attempted abductions are reported throughout the nation and right here in Las Vegas. As seen in the expansion of child welfare services, the **home life** of many children is not safe.

Children/Activities:

School sports are always are always in the forefront when kids are in school. Sports can be a good way for students to make friends and learn responsibility, and teamwork. Students also take part in **extracurricular activities** before and after school. They can be parts of teams, clubs, or even after school jobs. In the extracurricular arena students can learn the value of being part of something as well as commitment and responsibility.

Children/Technology:

The internet is a great source of information and you can find computers in every classroom and home. It is a great resource for children and teens but the internet can also be a very dangerous place. Children and teens sometimes fall prey to sexual predators they meet on internet **websites**. With easy access to websites and chat rooms, there is growing concern over **internet safety**. The evolution of technology is also opening the floodgates to teen communication through the use of **gadget**. iPods, cell phones, etc are considered “must have” items by many teens. How does this affect a child's social life, well-being, etc.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. THE FOLLOWING IS A LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: January 18-24, 2010, February 15-21, 2010 and March 18-14, 2010.

STORIES APPEARING ON NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, WEEKEND REPORT, NEWS 3 TODAY, WEEKEND REPORT, NEWS 3 AT FIVE, WEEKEND REPORT, NEWS 3 AT SIX, WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION.

PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (2) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO FARTHER AND STORIES ABOUT THE ECONOMY; (3) FACE TO FACE WITH JON RALSTON, WHICH FEATURES POLITICAL AND TOPICAL GUESTS FROM THE STATE OF NEVADA, AND FOCUSES ON ISSUES OF THE STATE; (4) INSIDE NEVADA, A FIVE QUESTIONS INTERVIEW PROGRAM HOSTED BY SUNBELT/VALLEY BROADCASTING OWNER JIM ROGERS; (5) WWW.MYNEWS3.COM, OUR WEBSITE, WHICH FEATURES CRIMETRACKER, SAVING YOU MONEY, AND OTHER NEEDED INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC PERIODICALLY HOSTS "CALL 3" PROGRAMS. THIS IS A NEWS AND INFORMATIONAL TYPE PROGRAM OR SEGMENTS WITHIN THE NEWS, WHICH IS DONE ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS EXPERIENCED IN THE TOPIC KVBC COVERS ANSWER TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY. THE CALL-IN PROGRAM IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH RUN DURING NEWSCASTS.